



CITY OF BAINBRIDGE ISLAND

Final Report on Execution of Services

January 19, 2017

2016 LODGING TAX / TOURISM FUND (CIVIC IMPROVEMENT FUND)

COVER SHEET

Project Name:

BAINBRIDGE ISLAND DOWNTOWN ASSOCIATION MULTI-MEDIA DESTINATION MARKETING CAMPAIGN

Name of Applicant Organization: **BAINBRIDGE ISLAND DOWNTOWN ASSOCIATION (BIDA)**

Applicant Organization IRS Chapter 501(c) (3) or 501(c) (6) status and Tax ID Number:

BIDA is a 501 c3 Tax ID# 91-1390519

Date of Incorporation as a Washington State Corporation and UBI Number:

1998 UBI # 601 389 111

Primary Contact: **Jerri Lane, BIDA Executive Director**

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Number of pages in final report: 2 plus cover sheet

Please mark all that apply and how much were spent in each category:

<input checked="" type="checkbox"/>	Funding Category	Dollar Amount
X	Advertising, publicizing or otherwise distributing information for the purpose of attracting and welcoming tourists	\$19,870
X	Developing strategies to expand tourism	\$1,000
X	Marketing and Operations of special festivals or events	\$30,972
	Total	\$51,842

Summary of activities undertaken in providing the work described in Attachment A.

BIDA delivered a comprehensive, multi-media destination marketing campaign focused on maximizing our reach to overnight visitors from 50 miles or more away, with emphasis on the shoulder season. We used co-op opportunities with our key partners at Visit Seattle, Bainbridge Island Chamber of Commerce, Rotary, City of Bainbridge Island, BI Parks and Bainbridge Island Lodging Association.

BIDA committed a percentage of 2016 LTAC dollars to producing and distributing 150,000 copies of the Walkabout Guide, Bainbridge Island's most popular and effective marketing brochure. The Walkabout Guide is distributed to 270 visitor locations. The brochure is also available in digital format. Other strategic activities included installing a booking engine on the Chamber's Visit Bainbridge website and implementing an iPad web based customer feedback system.

Key performance indicators: Accommodation and food services and retail trade sales tax collections consistently are in the top five. Combined with Construction, Information and Other Services, the top five account for about 80% of the total sales tax revenue received by the City of Bainbridge Island. All of the top five are significantly up over 2015 with the exception of the 'Information' category. Retail outstripped Construction, and is the number 1 sales tax contributor ytd through 6/30/2016.

- Tourist Traffic: Washington State Ferry statistics reveal that ferry ridership surged to the highest level in a decade in 2016, and that the Bainbridge route carried 4.5 million people and 1.9 million vehicles in 2016. According to the Chambers count, there was a 5.5% increase in ferry traffic.
- Methodology used to arrive at actual attendance numbers include: COBI lodging tax collection reports, Washington State Ferry ridership reports, Bainbridge Island Chamber of Commerce counts and occupancy and RevPar reports from local hotels including increase in sales and lodging tax collections.
- Seattle tourism metrics: Seattle had a banner tourism year across all segments, and Bainbridge Island profits greatly from that success. Seattle posted record hotel occupancy of nearly 80% and the expansion of the Washington State Convention Center and additional hotel supply will be vital to the future success of Bainbridge Island accommodations, attractions, restaurants, festivals and retail trade. Effective partnership with Visit Seattle and the Hotel Concierge teams is vital to our growth. Exit interviews indicate a large number of our visitors are referrals from the Seattle Hotel Concierges.
- New international air service will strengthen inbound activity – and international visitors traditionally stay longer and spend more. Delta Airlines has also designated Seattle as a hub, which will increase international visitors. These visitors are also seeking the unique experiences that Bainbridge Island can offer. Effective advertising and promotion illustrating the opportunity to escape the city and relax in a walkable, historic Main Street featuring locally owned, independent merchants has been very successful.

We believe we have met and exceeded the key performance metrics and deeply appreciate having the opportunity to partner with the City of Bainbridge Island in investing the LTAC funding. We look forward to future successes as we work through new projects on deck for 2017, including Wayfinding and researching the Town Square Revitalization project.

Projects successfully completed include:

- 150,000 Walkabout Guides distributed to 270 visitor locations throughout the year.
- Memberships in Visit Seattle (complimentary this year); Washington Tourism Alliance.
- Produced the July 3 Street Dance which had record attendance estimated at 15,000 from locals and visitors alike. Island Accommodations were sold out during the extended period of the Rotary Auction, July 3 Street Dance and July 4 festivities. 2016 represents the first year of the marketing partnership among COBI, Rotary, Bainbridge Island Chamber and the Bainbridge Island Downtown Association.
- Produced three pilot Block parties in June, August and September to evaluate effectiveness of drawing overnight visitors during those periods.
- Produced Trick or Treat Downtown which drew a record number of 4,500 families – both local and visitors. BIDA partnered with COBI for the first time in 2016.
- Produced a six week program of Holiday promotional events, including partnering with COBI, BI Chamber, BI Parks to host the first Winter Wonderland Event.